

**SUPPLY CHAIN MANAGEMENT FRAMEWORK REVENUE MODEL****ABSTRACT**

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A system, method and computer program product are disclosed for a revenue model in a network-based supply chain management framework. A network is utilized to receive data from a plurality of stores of a supply chain. A user is allowed to access the data utilizing a network-based interface. The user accessing the network-based interface is

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identified and a first web-page of the network-based interface is displayed if the user is identified as a store, a second web-page of the network-based interface is displayed if the user is identified as a distributor, and a third web-page of the network-based interface is displayed if the user is identified as a supplier. Advertising is presented to the user on at

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least one of the web-pages in accordance with the identification. Additionally, the data being accessed by the user is analyzed so that the advertising presented to the user on at least one of the web-pages is in accordance with the analysis.